

WHAT IS CLAIMED IS:

1. An ultraviolet crosslinking pressure-sensitive adhesive composition, which is produced by mixing a block copolymer (a) wherein at least one styrenic polymer block A and at least one acrylic polymer block B are bound to each other with a triazine derivative (b) containing trichloromethyl group.
2. The ultraviolet crosslinking pressure-sensitive adhesive composition as claimed in claim 1, wherein the block copolymer (a) is an A-B, B-A, A-B-A or B-A-B block copolymer.
3. The ultraviolet crosslinking pressure-sensitive adhesive composition as claimed in claim 1, wherein the block copolymer (a) contains not more than 50 % by weight of the styrenic polymer block A based on the total amount of the block copolymer.
4. The ultraviolet crosslinking pressure-sensitive adhesive composition as claimed in claim 1, wherein the block copolymer (a) contains a hydroxyl group or groups in its polymer chain.
5. The ultraviolet crosslinking pressure-sensitive adhesive composition as claimed in claim 4, wherein the hydroxyl group(s) exist(s) at the end, or in the vicinity of the end, of the polymer chain.
6. The ultraviolet crosslinking pressure-sensitive adhesive composition as claimed in claim 1, wherein the block copolymer (a) contains carboxyl precursor groups in the acrylic polymer block B.

7. The ultraviolet crosslinking pressure-sensitive adhesive composition as claimed in claim 6, wherein the carboxyl precursor groups are converted to carboxyl groups.

8. A process for producing an ultraviolet crosslinking pressure-sensitive adhesive composition, which comprises conducting living radical polymerization of a styrenic monomer and an acrylic monomer in a proper order of the monomers using a polymerization initiator in the presence of a transition metal and its ligand to produce a block copolymer (a) wherein at least one styrenic polymer block A and at least one acrylic polymer block B are bound to each other, and mixing the block copolymer with a triazine derivative (b) containing trichloromethyl group.

9. The process for producing an ultraviolet crosslinking pressure-sensitive adhesive composition as claimed in claim 8, wherein the block copolymer (a) has the carboxyl precursor groups in the acrylic polymer block B, and the carboxyl precursor groups are converted to carboxyl groups, before or after being mixed with the triazine derivative (b) containing trichloromethyl group, by heating in the presence of an acid catalyst.

10. A pressure-sensitive adhesive sheet, which comprises a backing having provided thereon a pressure-sensitive adhesive layer containing not more than 50 % by weight of solvent soluble matter formed by ultraviolet crosslinking the ultraviolet crosslinking pressure-sensitive adhesive composition claimed in claim 1.

11. A process for producing a pressure-sensitive adhesive sheet, which comprises applying to a backing the ultraviolet crosslinking pressure-sensitive adhesive composition claimed in claim 1, and causing crosslinking of the composition by ultraviolet irradiation to form a pressure-sensitive adhesive layer containing not more than 50 % by weight of solvent-soluble matter.